

CAMILLE COBBS



CONTACT

✉ hello@creatingwithcamille.com
☎ (916) 459 - 6256
🌐 www.creatingwithcamille.com
🏠 Washington DC
🌐 <https://www.linkedin.com/in/camille-cobbs-b4994639/>

EDUCATION

BACHELOR OF ARTS: ENGLISH & CREATIVE WRITING

2015

San Francisco State University

LEVEL 3 AWARD IN WINE

2022

Wine and Spirit Education
Trust

SKILLS

Technical: Square, Toast, and
Clover POS; Eventbrite;
DonorPerfect; Social Tables;
Google Analytics; MailChimp;
Squarespace; Wix; Salesforce/
CRM platforms; Sprout Social;
Facebook, Twitter, LinkedIn
Ads; SEO; WordPress; Adobe
Suite; Basic HTML

Leadership: People care and
management; Teambuilding;
Hiring and onboarding;
Constructive and productive
feedback training

SUMMARY AND OBJECTIVE

Camille is a passionate event planner who believes in creating unique and memorable experiences that celebrate life. With the goal to open and manage a vineyard and B&B in the future, she has specialized in events, venue management, and business development over her 10-year career. She plans to continue building her portfolio and skillsets in the events, branding, hospitality, and wine industries.

EXPERIENCE

FREELANCE EVENT PLANNER

July 2018 - Present

- Successfully built an event planning business specializing in private events with budgets and revenue ranging up to \$1,000,000+
- Highlights:
 - Successfully conceptualized, planned, organized, designed, and staffed an engagement party of 60 attendees
 - Onsite coordinator for the Black Economic Alliance's business conference on Martha's Vineyard with special guests like Maryland Gov. Wes Moore and former Massachusetts Gov. Deval Patrick
 - Assisted with event planning, organizing, and execution of the San Francisco Fall Arts and Antique Show, especially for the Opening Gala, a VIP event with ticket prices ranging from \$500 to \$10,000. Nancy Pelosi is a regular attendee.

SOCIAL MEDIA + WINE SPECIALIST

Barkada Wine Bar | February 2022 - December 2023

- Built and scaled restaurant private events program, increasing event revenue by 15%
- Creator and Host of Barkada Tasters Wine Club, a monthly wine-tasting meetup that improved dining on off nights by 10%
- Social media and Email Marketing Manager with track record of successfully selling event tickets
- Part-time Server, Bartender, and Wine Specialist

EVENTS AND MARKETING MANAGER

Downtown Sacramento Partnership - Historic District |

September 2016 - February 2020

- Lead event coordinator and team manager who conceptualized, planned, fundraised, negotiated sponsorships, and organized major events (check out my website for photos!) with an annual increase in event sponsorship, revenue, and attendance
- Successfully recruited and managed influencers, partners, sponsors, and media
- Lead copywriter, creating blogs, press releases, landing pages, grant applications, sponsorship packages, website edits, and ads for print and digital event advertisement that directly improved event attendance and revenue